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REMARKS

In Office Action Mail May 15th, 2002, Claims 1-70 were provisionally rejected under the judicially created doctrine of obviousness-type double patenting as unpatentable over Claim 1-155 over co-pending Application No. 09/436,704. Further, Claims 11-14, 26-28, and 58-61 were rejected under 35 U.S.C 112 as indefinite. Claims 1, 5-10, 32-43, 48, and 52-57 were rejected under 35 U.S.C 102 (e) as anticipated by Slater at el. (USPN 6,157,435). Claims 1, 5-10 and 32-43, 48, and 52-57 were rejected under Section 102 (e) as anticipated by Shiota (USPN 6,169,596). Claims 1, 5-10 and 32-43 were rejected under Section 102 (a) as anticipated by Yamamoto (USPN 5,715,034). Claims 15-31,44-47,49-51 and 58-70 were rejected under Section 103 (a) as unpatentable over Slater at el. in view of Sheridan (USPN 5,760,917). Claims 2-4 and 11-14 were rejected under 35 U.S.C Section 103 (a) as unpatentable over Slater et al. as applied to Claim 1 and further in view of Dellert at el. (USPN 5,926,288). Finally, claim 11 was rejected under 35 U.S.C. Section 103 (a) as unpatentable over Slater et al. and further in view of Garfinkle (USPN 6,017,157).

In response, applicants have submitted a Terminal Disclaimer and have amended the Claims. In view of these actions, Applicants submit that all claims are in condition for allowance.

The Double Patenting Rejection.

Claim 1-70 were provisionally rejected under the judicially created doctrine of obviousness-type double patenting as unpatentable over claims 1-48 of co-pending application No. 09/436,704. Applicants submit that the conflicting claims are not identical and are patentably distinct from each other. Nonetheless, Applicants will include a terminal disclaimer in compliance with 37 CFR §1.321 to overcome the provisional rejection based on the non-statutory double-patenting ground since the conflicting application or patent is commonly owned with this application. Withdrawal of the provisional with obviousness-type double patenting

rejected under Section 102 (e) as anticipated by Shiota (USPN 6,169,596). Claims 1, 5-10 and

32-43 were rejected under Section 102 (a) as anticipated by Yamamoto (USPN 5, 715,034).

Applicants appreciate that the Examiner spent time interviewing the applicants'

representatives and discussing the difference between the instant invention and the prior art. In

consistence with the interviews, applicants submit that none of these references show a method

of facilitating photographic print re-ordering by encoding a plurality of photographic prints with

identifiers, each identifier being unique to one of the photographic prints and identifying a

recipient of the photographic print, properties of the photographic print, and an originator of the

photographic print.

Turning now to the cited art, the '435 patent relates to a method of processing

customer image orders, each of at least one image capturing an original scene. The '435 shows

"assigning a unique identification to a set of images of a customer order (such as the images of

one film), and storing the corresponding image signals in association with the unique

identification in an image database. The unique identification can be printed on the composite

customer certificate." Col 3. lines 57 – 63.   Moreover, as stated on Col 15, lines 64-67 and Col

16, Lines 1-16: "The customer certificate of FIG. 5 further includes a unique identification of the

customer order (in particular, a unique identification of customer image 501) which prompted

generation of that certificate. Such indication is provided in both machine readable bar code 511

and corresponding human readable characters in the form of visually readable alphanumeric code

512. These codes 511, 512 can include a film splice ID for conventional 35 mm film, or an APS

Film Identification Code in the case of more recent "APS" type films. The unique identification

of codes 511, 512 then, is associated with and identifies the image set of a customer order (since

it will typically uniquely identify the customer film 12 from which it came), and more

particularly is associated with the specific image 501 since it will further typically identify the

image frame within the identified customer film 12. However, the image frame number for image

501 or another image of the order could alternatively be provided by the customer by visually

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- Recipient of the print;

- Particular image on the print; and

- Print parameters such as:

  - print size (e.g. 4X6, 5X7, 8X10)

  - print finish (e.g. MATTE, GLOSSY)

  - any image operation on the print (cropping, rotation).

The UID represents a unique value associated with each print recipient and can include one or more checksum values to ensure the validity of the UID." In other words, for a customer order that contains a plurality of prints, each print has a unique identifier.

The reorder number is 1. User specific; 2. Specific to each print; and 3. Shows

The UID allows the user to reorder the exact

*Incomplete
See other fax*

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REMARKS

In Office Action Mail May 15th, 2002, Claims 1-70 were provisionally rejected under the judicially created doctrine of obviousness-type double patenting as unpatentable over Claim 1-155 over co-pending Application No. 09/436,704. Further, Claims 11-14, 26-28, and 58-61 were rejected under 35 U.S.C 112 as indefinite. Claims 1, 5-10, 32-43, 48, and 52-57 were rejected under 35 U.S.C 102 (e) as anticipated by Slater at el. (USPN 6,157,435). Claims 1, 5-10 and 32-43, 48, and 52-57 were rejected under Section 102 (e) as anticipated by Shiota (USPN 6,169,596). Claims 1, 5-10 and 32-43 were rejected under Section 102 (a) as anticipated by Yamamoto (USPN 5, 715,034). Claims 15-31,44-47,49-51 and 58-70 were rejected under Section 103 (a) as unpatentable over Slater at el. in view of Sheridan (USPN 5,760,917). Claims 2-4 and 11-14 were rejected under 35 U.S.C Section 103 (a) as unpatentable over Slater et al. as applied to Claim 1 and further in view of Dellert at el. (USPN 5,926,288). Finally, claim 11 was rejected under 35 U.S.C. Section 103 (a) as unpatentable over Slater et al. and further in view of Garfinkle (USPN 6,017,157).

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The Double Patenting Rejection.

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The Section 102 Rejection

Claims 1, 5-10, 32-43, 48, and 52-57 were rejected under 35 U.S.C 102 (e) as anticipated by Slater ar el. (USPN 6,157,435). Claims 1, 5-10 and 32-43, 48, and 52-57 were

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rejected under Section 102 (e) as anticipated by Shiota (USPN 6,169,596). Claims 1, 5-10 and 32-43 were rejected under Section 102 (a) as anticipated by Yamamoto (USPN 5, 715,034).

Applicants appreciate that the Examiner spent time interviewing the applicants' representatives and discussing the difference between the instant invention and the prior art. In consistence with the interviews, applicants submit that none of these references show a method of facilitating photographic print re-ordering by encoding a plurality of photographic prints with identifiers, each identifier being unique to one of the photographic prints and identifying a recipient of the photographic print, properties of the photographic print, and an originator of the photographic print.

Turning now to the cited art, the '435 patent relates to a method of processing customer image orders, each of at least one image capturing an original scene. The '435 shows "assigning a unique identification to a set of images of a customer order (such as the images of one film), and storing the corresponding image signals in association with the unique identification in an image database. The unique identification can be printed on the composite customer certificate." Col 3. lines 57 – 63. Moreover, as stated on Col 15, lines 64-67 and Col 16, Lines 1-16: "The customer certificate of FIG. 5 further includes a unique identification of the customer order (in particular, a unique identification of customer image 501) which prompted generation of that certificate. Such indication is provided in both machine readable bar code 511 and corresponding human readable characters in the form of visually readable alphanumeric code 512. These codes 511, 512 can include a film splice ID for conventional 35 mm film, or an APS Film Identification Code in the case of more recent "APS" type films. The unique identification of codes 511, 512 then, is associated with and identifies the image set of a customer order (since it will typically uniquely identify the customer film 12 from which it came), and more particularly is associated with the specific image 501 since it will further typically identify the image frame within the identified customer film 12. However, the image frame number for image 501 or another image of the order could alternatively be provided by the customer by visually reading the frame number on a typical film negative, index print, or elsewhere."

As discussed on page 37 of the instant application, in embodiments of the invention, the "reorder number has two parts: a user identification (UID) encoding of a user who ordered the print and a sequence number unique to the user. The UID encoding can also be extended to encode the following information:

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- Recipient of the print;

- Particular image on the print; and

- Print parameters such as:

  - print size (e.g. 4X6, 5X7, 8X10)

  - print finish (e.g. MATTE, GLOSSY)

  - any image operation on the print (cropping, rotation).

The UID represents a unique value associated with each print recipient and can include one or more checksum values to ensure the validity of the UID." In other words, for a customer order that contains a plurality of prints, each print has a unique identifier.

The reorder number is 1. User specific; 2. Specific to each print; and 3. Shows physical product properties specific to the prints. The UID allows the user to reorder the exact physical products without going through the design, specification, and ordering process, which saves time. Examples of the design, specification, and order steps saved include: Image cropping, image rotation, designing personalized text and signatures (page 37), specifying paper finishing (Matte, glossy), print size, among others. The prior art does not show an identifier unique to each print and capturing such properties of the print. Hence, at least this element is missing from the '435 patent.

Since a Section 102 rejection requires that EACH limitation in the claim be present in the prior art, and since the properties of the print limitation is not present in the '435, applicants request withdrawal of the Section 102 rejection.

The claims are also patentable over the '435 patent for the following additional reason. The identification in the '435 patent is unique to a customer order or a set of images of a customer order. The purpose is to generate image content identification and compare it with different image content identifications stored in a memory. The identification in '435 is not unique to the specific physical print ordered by the user, as disclosed in the instant specification where the re-order ID is independent of the image content of the image used to product the print. For example, when one image is used to produce a plurality of prints of the same of different properties, all the prints will have different re-order ID. This is not disclosed in the '435 patent and there is no motivation to do it.

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The '435 does not address the problem of time spent for reordering the exact physical prints that the instant invention was trying to solve. There is no teaching in '435 that the user can use the identification to reorder the same physical prints.

Similarly, the '596 does not show encoding a plurality of photographic prints with identifiers, each identifier being unique to one of the photographic prints and identifying a recipient of the photographic print, properties of the photographic print, and an originator of the photographic print.

The '596 search involves searching for the picture image data stored in a predetermined storage, and the '596 Search ID is defined based on the captured image, not on the physical prints as claimed. In contrast, the present invention's reorder identifier is specific to the user and the physical prints (including the image used for producing the prints). In the '596 patent, the user still needs to repeat the design, specification and ordering steps he already has gone through for ordering (which is often forgotten by the time the user wants to reorder the prints). This is not required in the invention.

Since a Section 102 rejection requires that EACH limitation in the claim be present in the prior art, and since the properties of the print limitation is not present in the '596, applicants request withdrawal of the Section 102 rejection.

Turning now to the Section 102(a) rejection based on the '034 patent, the '034 patent prints information on an information card or the rear surface of the index print or photo print. The information is related to the order, store name, total print number, print size. However, the '034 does not show the claimed encoding a plurality of photographic prints with identifiers, each identifier being unique to one of the photographic prints and identifying a recipient of the photographic print, properties of the photographic print, and an originator of the photographic print. The '034 does not show the unique Reorder identifier that is specific to one physical print that can be used by the user to reorder the exact same print. If the user wants to reorder, he still needs to go through many steps not required by the invention.

The Section 103 Rejection

Claims 15-31,44-47,49-51 and 58-70 were rejected under Section 103 (a) as unpatentable over Slater at el. in view of Sheridan (USPN 5,760,917). Claims 2-4 and 11-14 were rejected under 35 U.S.C Section 103 (a) as unpatentable over Slater et al. as applied to

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Claim 1 and further in view of Dellert at el. (USPN 5,926,288). Finally, claim 11 was rejected under 35 U.S.C. Section 103 (a) as unpatentable over Slater et al. and further in view of Garfinkle (USPN 6,017,157).

Applicants submit that none of these references, singly or in combination with the other references, show the claimed encoding a plurality of photographic prints with identifiers, each identifier being unique to one of the photographic prints and identifying a recipient of the photographic print, properties of the photographic print, and an originator of the photographic print.

Moreover, the mere fact that references can be combined or modified does not render the resultant combination obvious unless the prior art also suggests the desirability of the combination. *In re Mills*, 916 F.2d 680, 16 USPQ2d 1430 (Fed. Cir. 1990) (Claims were directed to an apparatus for producing an aerated cementitious composition by drawing air into the cementitious composition by driving the output pump at a capacity greater than the feed rate. The prior art reference taught that the feed means can be run at a variable speed, however the court found that this does not require that the output pump be run at the claimed speed so that air is drawn into the mixing chamber and is entrained in the ingredients during operation. Although a prior art device "may be capable of being modified to run the way the apparatus is claimed, there must be a suggestion or motivation in the reference to do so." 916 F.2d at 682, 16 USPQ2d at 1432.). See also In re Fritch, 972 F.2d 1260, 23 USPQ2d 1780 (Fed. Cir. 1992) (flexible landscape edging device which is conformable to a ground surface of varying slope not suggested by combination of prior art references).

Here, there was no reasonable expectation of success when combining the references. Evidence showing there was no reasonable expectation of success may support a conclusion of nonobviousness. *In re Rinehart*, 531 F.2d 1048, 189 USPQ 143 (CCPA 1976) (Claims directed to a method for the commercial scale production of polyesters in the presence of a solvent at superatmospheric pressure were rejected as obvious over a reference which taught the claimed method at atmospheric pressure in view of a reference which taught the claimed process except for the presence of a solvent. The court reversed, finding there was no reasonable expectation that a process combining the prior art steps could be successfully scaled up in view of unchallenged evidence showing that the prior art processes individually could not be commercially scaled up successfully.). *See also Amgen, Inc. v. Chugai Pharmaceutical Co.*, 927 F.2d 1200, 1207-08, 18 USPQ2d 1016, 1022-23 (Fed. Cir.), cert. denied, 502 U.S. 856 (1991) (In

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the context of a biotechnology case, testimony supported the conclusion that the references did not show that there was a reasonable expectation of success.); *In re O'Farrell*, 853 F.2d 894, 903, 7 USPQ2d 1673, 1681 (Fed. Cir. 1988) (The court held the claimed method would have been obvious over the prior art relied upon because one reference contained a detailed enabling methodology, a suggestion to modify the prior art to produce the claimed invention, and evidence suggesting the modification would be successful.).

Applicants have provided evidence pointing away from obviousness and in accordance with MPEP Section 2143.01:

If the examiner determines there is factual support for rejecting the claimed invention under 35 U.S.C. 103, the examiner must then consider any evidence supporting the patentability of the claimed invention, such as any evidence in the specification or any other evidence submitted by the applicant. The ultimate determination of patentability is based on the entire record, by a preponderance of evidence, with due consideration to the persuasiveness of any arguments and any secondary evidence. In re Oetiker, 977 F.2d 1443, 24 USPQ2d 1443 (Fed. Cir. 1992). The legal standard of "a preponderance of evidence" requires the evidence to be more convincing than the evidence which is offered in opposition to it. With regard to rejections under 35 U.S.C. 103, the examiner must provide evidence which as a whole shows that the legal determination sought to be proved (i.e., the reference teachings establish a prima facie case of obviousness) is more probable than not.

When an applicant submits evidence, whether in the specification as originally filed or in reply to a rejection, the examiner must reconsider the patentability of the claimed invention. The decision on patentability must be made based upon consideration of all the evidence, including the evidence submitted by the examiner and the evidence submitted by the applicant. A decision to make or maintain a rejection in the face of all the evidence must show that it was based on the totality of the evidence. Facts established by rebuttal evidence must be evaluated along with the facts on which the conclusion of obviousness was reached, not against the conclusion itself. In re Eli Lilly & Co., 902 F.2d 943, 14 USPQ2d 1741 (Fed. Cir. 1990).

To establish prima facie obviousness of a claimed invention, all the claim limitations must be taught or suggested by the prior art. *In re Royka*, 490 F.2d 981, 180 USPQ

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580 (CCPA 1974). "All words in a claim must be considered in judging the patentability of that claim against the prior art." *In re Wilson*, 424 F.2d 1382, 1385, 165 USPQ 494, 496 (CCPA 1970). If an independent claim is nonobvious under 35 U.S.C. 103, then any claim depending therefrom is nonobvious. *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988). In view of the amendment and remarks below, Applicants respectfully submit that all claims are in condition for allowance. Withdrawal of the rejections is respectfully requested.
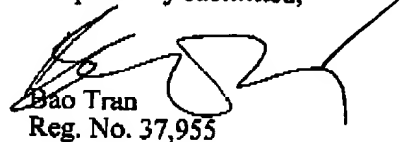
Summary.

Applicants respectfully submit that all claims are in condition for allowance. Withdrawal of the rejection is respectfully requested.

Attached is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned with "VERSION WITH MARKINGS TO SHOW CHANGES MADE."

If for any reason the Examiner believes that a telephone conference would in any way expedite prosecution of the subject application, the Examiner is invited to telephone the undersigned at 408.528.1490.

Respectfully submitted,

Bao Tran
Reg. No. 37,955

Attachment: *Terminal Disclaimer*

Tel: (408) 528-7490

Fax: (408) 528-1490
BT:jke

VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE CLAIMS:

1. (Amended) A method of facilitating photographic print re-ordering, the method comprising encoding a plurality of photographic prints with identifiers, each identifier being unique to one of the photographic prints and identifying a recipient of the photographic print, properties of the photographic print, and an originator of the photographic print.

2. The method of claim 1, wherein the encoding further comprises embedding one or more error detection characters in the identifier.

3. The method of claim 1, wherein the encoding further comprises embedding one or more checksum values in the identifier.

4. The method of claim 3, wherein the checksum applies a modulo function to the identifier.

5. The method of claim 1, wherein the encoding further comprises including information relating to a recipient of the photographic print.

6. The method of claim 1, wherein the encoding further comprises including information relating to an image portion of the photographic print.

7. The method of claim 1, wherein the encoding further comprises including information relating to one or more parameters of the photographic print.

8. The method of claim 7, wherein one of the parameters relates to the size of the photographic print.

9. The method of claim 1, wherein one of the parameters relates to a finish selection for the photographic print.

10. The method of claim 1, wherein one of the parameters relates to an imaging operation performed on the photographic print.

11. (Amended) The method of claim 1, further comprising adding an offset to [the] a sequence number.

12. (Amended) The method of claim 11, further comprising generating a checksum for the offset to the sequence number.

13. The method of claim 12, further comprising inserting the checksum in a predetermined position in the offset sequence number.

14. The method of claim 1, further comprising:

    a.   generating a first checksum for the offset sequence number;

    b.   inserting the first checksum in a predetermined position in the offset sequence number;

    c.   generating a second checksum for the offset sequence number; and

    d.   inserting the second checksum in a second predetermined position in the offset sequence number.

15. (Amended) A method of facilitating print re-orders, the method comprising:

receiving an order specifying a plurality of recipients and, for each specified recipient, a set of one or more images associated with that recipient; and

for each of the plurality of recipients specified in the received order, printing [at least one]a plurality copies of images[copy of each image] in the recipient's image set and printing a re-order number on back of each image copy, the re-order number having an [unique] identifier unique to the image copy and [and a sequence number] specifying properties of the image copy.

16. The method of claim 15, further comprising embedding one or more error detection characters in the identifier.

17. The method of claim 15, further comprising embedding one or more checksum values in the identifier.

18. The method of claim 17, wherein the checksum applies a modulo function to the identifier.

19. The method of claim 15, further comprising including information relating to a recipient of the photographic print.

20. The method of claim 15, further comprising including information relating to an image portion of the photographic print.

21. The method of claim 15, further comprising including information relating to one or more parameters of the photographic print.

22. The method of claim 21, wherein one of the parameters relates to the size of the photographic print.

23. The method of claim 15, wherein one of the parameters relates to a finish selection for the photographic print.

24. The method of claim 15, wherein one of the parameters relates to an imaging operation performed on the photographic print.

25. The method of claim 15, further comprising adding an offset to the sequence number.

26. (Amended) The method of claim [1]25, further comprising generating a checksum for the offset to the sequence number.

27. The method of claim 26, further comprising inserting the checksum in a predetermined position in the offset sequence number.

28. (Amended) The method of claim 15, further comprising:

    a.   generating a first checksum for [the] an offset to the sequence number;

    b.   inserting the first checksum in a predetermined position in the offset to the sequence number;

    c.   generating a second checksum for the offset to the sequence number; and

    d.   inserting the second checksum in a second predetermined position

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in the offset to the sequence number.

29. The method of claim 15 further comprising:

receiving input from a recipient specifying a print re-order number;

generating a print of the image associated with the print re-order number; and

sending the print to the recipient associated with the print re-order number.

30. The method of claim 15, wherein the order comprises a single transaction sequence.

31. The method of claim 30, wherein the single transaction sequence comprises a single charge to a financial instrument.

32. (Amended) A method of facilitating photographic print re-ordering, the method comprising encoding a plurality of photographic prints with identifiers, [an]each identifier being unique to one of the photographic prints and identifying a recipient of the photographic print[.] and one or more printing parameters associated with the photographic print.

33. The method of claim 32 wherein the identifier further identifies an image from which the print was generated.

34. The method of claim 32 wherein the identifier further identifies one or more printing parameters associated with the photographic print.

35. The method of claim 33 wherein the one or more print parameters comprise one or more of the following: size, finish, and cropping.

36. (Amended) A method of facilitating photographic print re-ordering, the method comprising encoding a photographic print with an identifier identifying an originator of the photographic print, properties of the photographic print, and one or more printing parameters associated with the photographic print.

37. The method of claim 35 wherein the identifier further identifies an image from which the print was generated.

38. The method of claim 35 wherein the identifier further identifies one or more printing parameters associated with the photographic print.

39. The method of claim 38 wherein the one or more print parameters comprise one or more of the following: size, finish, and cropping.

40. (Amended) A method of facilitating photographic print re-ordering, the method comprising encoding a plurality of photographic prints with identifiers, [an] each identifier being unique to one of the photographic prints and identifying a recipient of the photographic print, an originator of the photographic print, an image from which the photographic print was generated, and one or more printing parameters associated with the photographic print.

41. The method of claim 40 wherein the identifier further identifies an image from which the print was generated.

42. The method of claim 40 wherein the identifier further identifies one or more printing parameters associated with the photographic print.

43. The method of claim 42 wherein the one or more print parameters comprise one or more of the following: size, finish, and cropping.

44. (Amended) A method of facilitating photographic print re-ordering, the method comprising:

receiving an order to send a plurality of photographic prints [of an image] to a plurality of recipients;

generating [a] the photographic prints [of the image] for each of the plurality of recipients; and

encoding each photographic print with a reorder number specific to that print and the print's intended recipient.

45. The method of claim 44 wherein encoding further comprises identifying an image from which the print was generated.

46. The method of claim 44 wherein encoding further comprises identifying one or more printing parameters associated with the photographic print.

47. The method of claim 46 wherein the one or more print parameters comprise one or more of the following: size, finish, and cropping.

48. (Amended) A computer readable medium to facilitate photographic print re-ordering, comprising instructions to encode a plurality of photographic prints with identifiers, [an] each identifier being unique to one of the photographic prints and identifying a recipient of the photographic print, properties of the photographic print, and an originator of the photographic print.

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49. The computer readable medium of claim 48, wherein the instructions to encode further comprises instructions to embed one or more error detection characters in the identifier.

50. The computer readable medium of claim 48, wherein the instructions to encode further comprises instructions to embed one or more checksum values in the identifier.

51. The computer readable medium of claim 50, wherein the checksum applies a modulo function to the identifier.

52. The computer readable medium of claim 48, wherein the instructions to encode further comprises instructions to include information relating to a recipient of the photographic print.

53. The computer readable medium of claim 48, wherein the instructions to encode further comprises instructions to include information relating to an image portion of the photographic print.

54. The computer readable medium of claim 48, wherein the instructions to encode further comprises instructions to include information relating to one or more parameters of the photographic print.

55. The computer readable medium of claim 54, wherein one of the parameters relates to the size of the photographic print.

56. The computer readable medium of claim 48, wherein one of the parameters relates to a finish selection for the photographic print.

57. The computer readable medium of claim 48, wherein one of the parameters relates to an imaging operation performed on the photographic print.

58. (Amended) The computer readable medium of claim 48, further comprising instructions to add an offset to [the] a sequence number.

59. (Amended) The computer readable medium of claim 48, further comprising instructions to generate a checksum for the offset to the sequence number.

60. The computer readable medium of claim 59, further comprising instructions to insert the checksum in a predetermined position in the offset sequence number.

61. (Amended) The computer readable medium of claim 48, further comprising instructions to:

generate a first checksum for [the] an offset sequence number;
insert the first checksum in a predetermined position in the offset sequence

number;

generate a second checksum for the offset sequence number; and

insert the second checksum in a second predetermined position in the offset sequence number.

62   (Amended) A computer-implemented method of personalizing image prints, the method comprising:

receiving an order designating an image and a plurality of recipients to receive a print of the image;

printing [recipient] print-specific information on [one or more] each of the image prints; and

distributing the image prints to their respective recipients.

63. The method of claim 62 wherein the recipient-specific information comprises a unique print reorder identifier.

64. The method of claim 62 wherein the recipient-specific information comprises a textual message for one or more of the recipients.

65. The method of claim 64 wherein the textual message is specified by a user that placed the order.

66. The method of claim 65 wherein the user specifies a different textual message for each different recipient.

67. The method of claim 65 wherein the user specifies a single textual message for all of the recipients.

68. The method of claim 65 wherein the user is able to specify a different textual message, or no message, on a individual recipient basis.

69. The method of claim 62 wherein the recipient-specific information is printed on a back of the image print.

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70. The method of claim 62 wherein the recipient-specific information is printed on a front of the image print.